

## Do You Know

THAT we definitely opened the Xmas Season last Monday in every department of the Store? Holly wreaths, gift boxes tied with red ribbons, Xmas trees and red-coated Santa Clauses add to the gaiety and brilliance of the gift things displayed, and have you been

### On the Seventh Floor

IT'S a regular carnival of fun for the young and those who feel young!

### The New Jolly-Go-Round

with Santy in charge holds a treat—come and try it—and you'll meet old friends in Story Book Street.

### And Walter Camp's "Daily Dozen."

DO you know about them? Give a set of them to the family for Xmas. They're records of 12 exercises for physical fitness given by Walter Camp during the war to members of the President's Cabinet. The music and the counts take all the drudgery out of exercising. The Set, \$15. Trial Records, 25c each.

SEVENTH FLOOR

### Inklings from the Fifth Floor

THE 'Lest We Forget' Committee is displaying interesting Xmas gifts made by disabled soldiers. Every penny goes back to the soldier. You'll find this exhibit right in front of the elevators. It will only be here until Thursday.

### Make Your Own Shades

DO you want to make a few lamp shades before Xmas? Come into the Upholstery Department any day between 2 and 5 P. M., select your materials and an instructor will assist you in selecting and making your designs.

### Tuesday Selling of Sheets and Cases

FOUR shopping treats for tomorrow. We will have muslin sheets and cases on sale at specially low prices, in the most popular sizes. You'll feel the soft, heavy muslin, note the straight, evenly sewed hems and double selvedge of the sheets, and be eager to get such durable quality so inexpensively.

#### The Sheets—

63 x 90 inches . . \$1.05  
72 x 90 inches . . 1.15

#### The Cases—

42 x 36 inches . . 28c  
45 x 36 inches . . 32c

SECOND FLOOR

### Fancy Cakes and Cookies

MISS Thompson is going to show you how to make delicious ones, in her Model Kitchen, Seventh Floor, Monday, Tuesday and Wednesday, at 3 P. M.

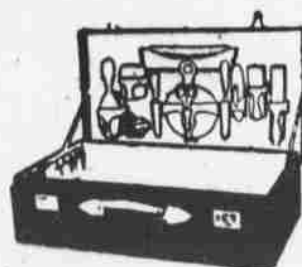
## Chenille Carpet

9 or 12 feet wide is now only

\$9.75 a Sq. Yd.

THIS is good news! In the modern decorator's scheme of things plain chenille rugs or carpets hold a high place because of their plain color and deep nap, but they have been much higher than this in price. You'll be able to have your rugs made any size, or entirely carpet your home in most any color, and you couldn't ask for a better quality of chenille. Such good shades as pearl grey, mulberry, King blue, sand, taupe, mole, and beaver are here.

FIFTH FLOOR



This Fitted Suitcase Complete, Is \$36

### A Woman Delights in Owning A Fitted Suitcase

EVEN though she may possess other bags and suitcases, she will love to travel with a suitcase as beautifully fitted as this one of black cobra grain cowhide with padded top, hand-sewed edges, and 11 pieces of French ivory toilet articles. You may select cream, Alice blue, or King blue moire silk for the lining and sizes 18, 20, 22 or 24 inches.

SEVENTH FLOOR

### Gifts to Decorate Your Home

THIS Xmas season we have an entirely new section adjoining the Lamp Department, Fifth Floor, where you'll find innumerable small decorative gifts for the home, such as plaques, mirrors, oil painted panels, candlesticks, shields, boudoir lamps, torchieres, etc.

#### This Oval Mirror \$12

FINISHED in antiqued gold and polychrome, 11 x 14 inches, will be very decorative, hung against a lovely old brocade.



#### This Charming Lamp

COMES in a number of finishes and its shade in a variety of colors. It is excellent in proportion for the piano, reading chair, the bridge table or merely to fill some corner that needs its charm.

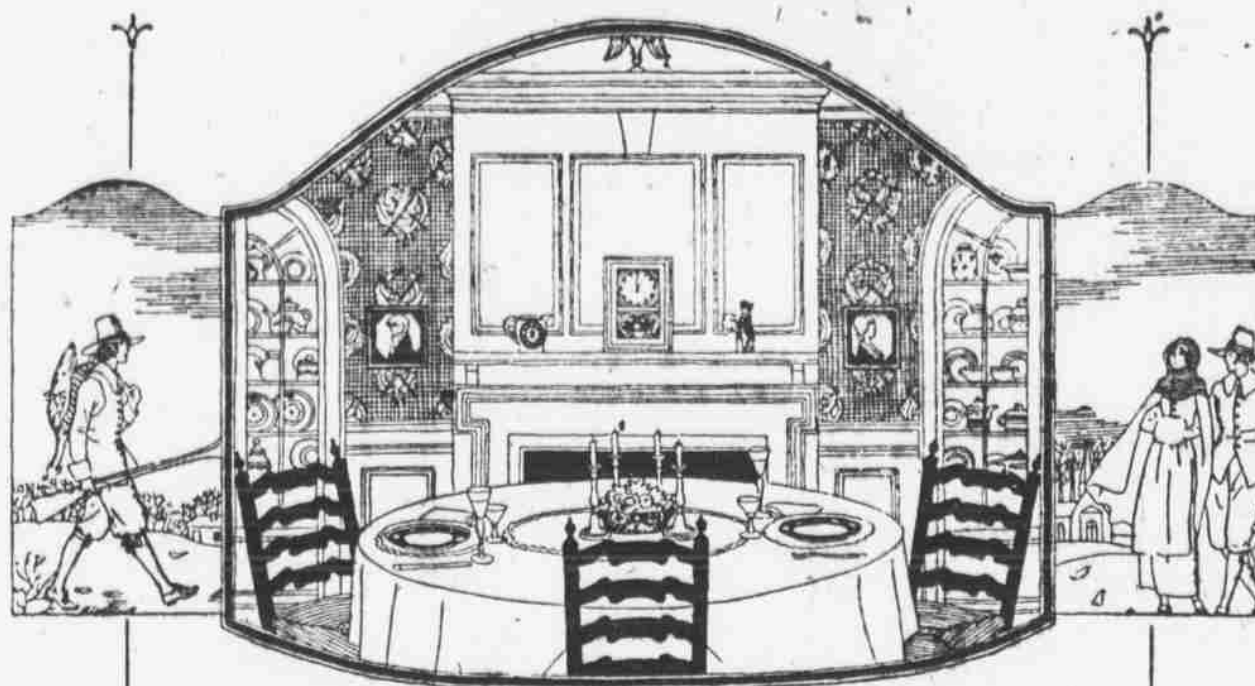


The shade \$36  
The base \$25

FIFTH FLOOR

# Lord & Taylor

FIFTH AVENUE



### Thanksgiving First—Christmas Gifts Next

## Household Linens

AFTER you've selected the linen cloths and napkins for your Thanksgiving table you'll begin checking off your Christmas list at a rapid rate when you see the lovely gift linens we have in store for you—and please note that we've made some unusually important price reductions on many of our most desirable linens.

Table Cloths and Napkins of a very lustrous, quality of Irish linen damask now very much reduced. Cloths, 2 x 2 yards, \$4.95; 2 x 2 1/2 yards, \$6.25; Napkins, Dozen, \$6.95. In such lovely patterns as the poppy, orchid, oak, chrysanthemum.

Maderia Linens, rose scalloped hand-embroidered designs on fine Irish linen.

Tea Napkins . . . Dozen, \$6.75  
Scarves . . . Each, 3.75  
Luncheon Cloths, Each, 10.00  
Boudoir Cases . . . Each, 2.00

SECOND FLOOR

### Comfortables \$16.50

ONE of these will make a beautiful Xmas gift and we will hold the one you select and deliver later according to your instructions. These comfortables are wool-filled, which accounts for their light-weight warmth. Covered in rose and Copenhagen.

SECOND FLOOR

### All-wool Blankets \$17.50 Pair

EVERY woman appreciates owning at least several pairs of such fine blankets as these, and the price is the lowest in several years. They come in pink or blue plaids bound with satin ribbon to match! Full size.

SECOND FLOOR

### Christmas is the Time to Give Small Pieces of Furniture

JUST when you're beginning to feel completely furnished and settled in your new home, you realize that the living room must have a nest of tables or the hall its telephone stand. Xmas offers an excellent excuse for buying these occasional pieces, and we are now showing an unusually attractive collection of them.

Solid Mahogany Muffin Stands . . . \$11.75  
Solid Mahogany Smoking Stand . . . 3.95  
Mahogany Nest Table, (3 in set) . . . 28.00

Mahogany Gateleg Table, 34 x 42 inches . . \$35.00  
Mahogany Smoking Cabinet, 9.75  
Mahogany Smoking Stand and Chair, . . . 28.00  
Mahogany End Tables . . 17.50



\$35



Solid Mahogany Betsy Ross Sewing Table, \$9.75



Mahogany Drop Leaf Tea Wagon, \$29.75



Martha Washington Sewing Table, \$36.00



\$28

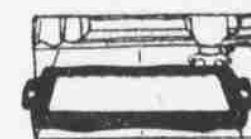
### Red Cross Roll Call

IN New York County alone the Red Cross gave aid to 56,190 Ex-Service Men in 10 months. Join the Red Cross for the coming year.

### The Seventh Floor Calls

## Early Xmas Shoppers

XMAS is here! At least you'll think so when you step off the elevators on the Seventh Floor and a few minutes' wandering through the House Furnishings Department will suggest so many useful gifts! They may be small and inexpensive, but every home needs them.



Mahogany Serving Trays

A Number of designs with or without glass, various sizes, \$1 to \$23



Carve the Turkey

this year with a shining new set of stainless steel, with bone handles, \$6.95



Pyrex Ware Under The Tree!

WE have this ware in sets or separate pieces. The Pyrex Pie Plate (above), 10 inches, with nickel plated frame \$2.75



Think of Next Summer's Picnics

THIS Fabrikoid Auto Kit has Roger's nickel picnic ware, enamelled cups and plates for six people . . . \$15



Christmas Nuts

need one of these good size nut bowls, mahogany finish, with a cracker and 6 picks . . . \$1



Announce Dinner with Climes

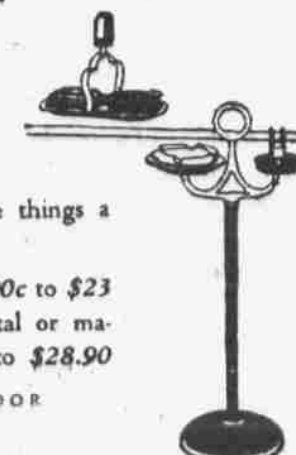
WE have them in mahogany or oak finish, \$5 to \$13

A Large Collection of Smokers' Articles

A large variety of the things a smoker needs.

Ash Trays and Sets, 90c to \$23  
Smoking Stands, metal or mahogany finish \$6.65 to \$28.90

SEVENTH FLOOR



### Colored Scotch Grenadines \$1.25 Yard

THEIR small colored designs are woven into the soft, cream-colored net, making a curtain that is cretonne-like yet sheer enough to let the light sift through. 35 inches wide.

### Irish Point Curtains \$8.50 Pair

THIS is an exceptionally low price for these attractive imported curtains, ivory color, 2 1/2 yards long, various signs. Others from \$6.75 to \$18.50 Pair.

FIFTH FLOOR